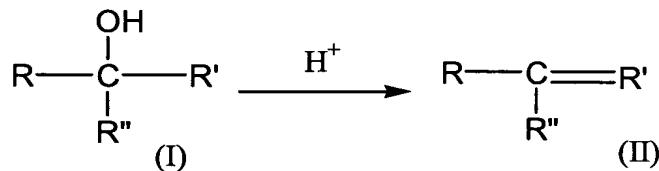


What is claimed is:

1. A breath testing device comprising a visual indicating agent that is color sensitive to at least one odor present in bad breath.
2. The breath testing device of claim 1, wherein the odor comprises a sulfur-containing compound.
3. The breath testing device of claim 1, wherein the odor comprises an amine-containing compound.
4. The breath testing device of claim 1, wherein the visual indicating agent has the general formula (I) or (II):



where,

R is H , $(\text{NH}_2)\text{C}_6\text{H}_5^-$ or C_6H_5^- ;

R' is $(\text{CH}_3)_2\text{NC}_6\text{H}_5^-$, $(\text{NH}_2)\text{C}_6\text{H}_5^-$, $(\text{CH}_3)_3\text{C}_{10}\text{H}_6(\text{OH})^-$, or $(\text{NaCO}_2)(\text{CH}_3)\text{C}_{10}\text{H}_5(\text{OH})^-$;

and

R'' is $(\text{CH}_3)_2\text{NC}_6\text{H}_5^-$, $(\text{NH}_2)\text{C}_6\text{H}_5^-$, $(\text{CH}_2)\text{C}_{10}\text{H}_6\text{O}^-$, or $(\text{NaCO}_2)(\text{CH}_2)\text{C}_{10}\text{H}_5\text{O}^-$.

5. The breath testing device of claim 4, wherein the visual indicating agent is 4,4'-bis(dimethylamino)-benzhydrol.
6. The breath testing device of claim 4, further comprising nanoparticles.
7. The breath testing device of claim 1, comprising a dried residue of an applied solution of the visual indicating agent contained on a substrate.

8. The breath testing device of claim 7, wherein the solution is printed onto the substrate before being dried.
9. The breath testing device of claim 7, wherein the substrate is cellulose, fabric, fiber, spunbond, and synthetic polymer.
10. The breath testing device of claim 7, wherein the substrate is located in a passage of a carrier portion of the device.
11. The breath testing device of claim 7, wherein the substrate covers one end of a carrier portion of the device.
12. The breath testing device of claim 1, wherein the visual indicating agent is dissolved in a solvent and remains in solution within the device.
13. The breath testing device of claim 1, wherein the visual indicating agent is in powder form.
14. The breath testing device of claim 1, further comprising a zone having a reference color printed thereon, the reference color being the color to which the indicating agent will change when it is exposed to bad breath.
15. The breath testing device of claim 14, which comprises two or more reference colors to indicate the severity of the bad breath.
16. A breath testing device comprising a carrier portion defining a passage which is open on at least one end, wherein said device has a visual indicating agent that is color sensitive to bad breath odors.
17. The breath testing device of claim 16, wherein the carrier portion is a cylindrical structure.
18. The breath testing device of claim 16, wherein the carrier portion is substantially flattened.

19. A method of testing for bad breath in a user comprising the steps of:
causing the user to blow or breathe onto or into a carrier portion of a breath testing device containing a visual indicating agent that is sensitive to bad breath odors; and
observing if the visual indicating agent changes color to indicate that the user has bad breath.
20. A dispenser containing at least one breath testing device having a visual indicating agent that is color sensitive to at least one odor present in bad breath
21. A dispenser according to claim 20, further comprising at least one breath freshener.
22. A dispenser according to claim 21, wherein the breath testing devices and breath fresheners are contained in different compartments.